

## VIRGINIA SLIMS AUDIT SUMMARY

	Performance vs. Key Competition			Inherent Value	Priority Next Steps
	Superior	Parity	Needs Improvement		
Product	x			Slim circumference designed exclusivley for women.	
Packing		x		Consistent with female smoking trends.	Initiate development of new concepts for Kings. Stop development of Booklet Pack.
Packaging		x		Expresses attitude about being a woman today.	
Pricing		x		Quality Product at Premium Price.	
Retail/Presence			x	Maintain Leadership presence.	Develop Retail POS plan to increase visibility. Investigate Beauty Salons.
Advertising	x			Assumes leadership role in playfully challenging accepted norms for today's woman.	
Promotion	x			Reinforce Brand essence through high quality premiums and price offers.	
Franchise	x			The brand exclusively for women.	

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